



The Adams *Memorial*

Exploring our American legacy

National Capital Memorial Advisory Commission

July 23, 2013

Today' s Meeting

1. Background and importance of the Adams Memorial
2. Outlook for the next generation of memorials
3. Importance of technology
4. Review of the Adams Memorial concept
5. Site selection
6. Request for Conditional Recommendation

The Adams Memorial is Unique

- Unlike most memorial projects that are focused on an individual or event, Congress mandated that the Adams Memorial must address:
 - Six individuals
 - Four generations of one family
 - Political, diplomatic and cultural events spanning 175 years of American history



The Adams Memorial is an opportunity to explore our shared legacy thorough the continuous “narrative thread” of one family at the center of the formative events in American history.

The Importance of the Adams Story

The Adams family played a leadership role in nearly every significant political, diplomatic and cultural event for 175 years of American history.

- Stamp Act 1765
- Boston Massacre
- Continental Congress
- Declaration of Independence
- “Colossus of Independence”
- Ministers to England (3x), Netherlands, France, Prussia, Russia
- Treaty of Paris
- Monroe Doctrine
- Treaty of Ghent
- Amistad Affair
- Second and Sixth President
- Secretary of State
- House of Representatives
- Senate
- Massachusetts Constitution
- Anti-slavery movement
- Role of women in society
- Civil War
- Smithsonian Institution
- Library of Congress
- Writers, historians and social critics

The Next Generation of National Memorials

- Memorial visitors typically consist of younger parents and their children, school groups, international tourists and civically minded adults
- The current generation of Americans is looking for a different kind of interactive experience
 - Leading traditional cultural institutions such as libraries and museums are experiencing declining visitation
 - Visitation is growing at interactive institutions such as science parks, children's museums, the Smithsonian Air & Space Museum and the Spy Museum



Next Generation Memorials Will:

- ✓ Capture interest through an exciting, accessible and interactive experience
- ✓ Provide online resources to explore ideas that can not be sufficiently portrayed in a traditional didactic memorial setting

The Importance of Technology

Technology will be at the core of successful memorials in the future.

- Bridges the needs of visitors and federal partners
 - High content
 - Minimal maintenance, cost efficient
- Cross programming and cross promotional opportunities
 - Offers content partners the opportunity to increase visibility and relevance of their collections
- Highly flexible programming
 - Allows ‘online exhibitions’ to be built around important historical themes (e.g. women's rights, civil rights, role of government)
- Extends educational reach
 - Ability to access content before and after visits
 - Remote learning for people unable to make the trip to Washington, DC



Overview of the Adams Memorial

The Adams Memorial will combine traditional didactic memorial elements in a memorial park setting with a robust, complementary online presence.

The Adams Memorial

A memorial park with didactic elements highlighting key events in the Adams story, and a large plaza for public assembly and civic events

Physical

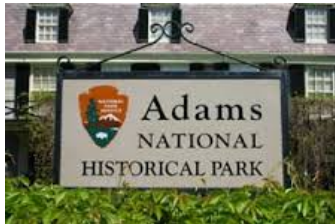
An interactive online environment to explore complex events and themes in real time through QR readers and WiFi hot spots

www.adamsmemorial.org

Online

Potential Collaborators

The Adams Memorial represents a major cross-programming opportunity for a broad range of cultural organizations.



Site Selection Process

- In 2007, the AMF conducted an initial site review process in conjunction with the Catholic University Graduate School of Architecture
- In Q3 2009, the AMF retained AECOM to conduct an Alternate Site Study and Environmental Assessment as required by the site selection process
- In Q1 2010, AECOM and the AMF completed the Alternate Site Study, which evaluated 25+ potential sites against a series of site selection criteria
 - Each potential site was scored using four criteria: (i) Program Suitability; (ii) Family / School Traffic; (iii) Site Context; and (iv) Site Prominence
- In Q4 2011, the AMF presented to NCMAC the conclusions of its Environmental Assessment recommending Freedom Plaza for the Adams Memorial
 - NCMAC requested that the AMF review again potential sites paying special attention to the opportunities offered by the E Street corridor

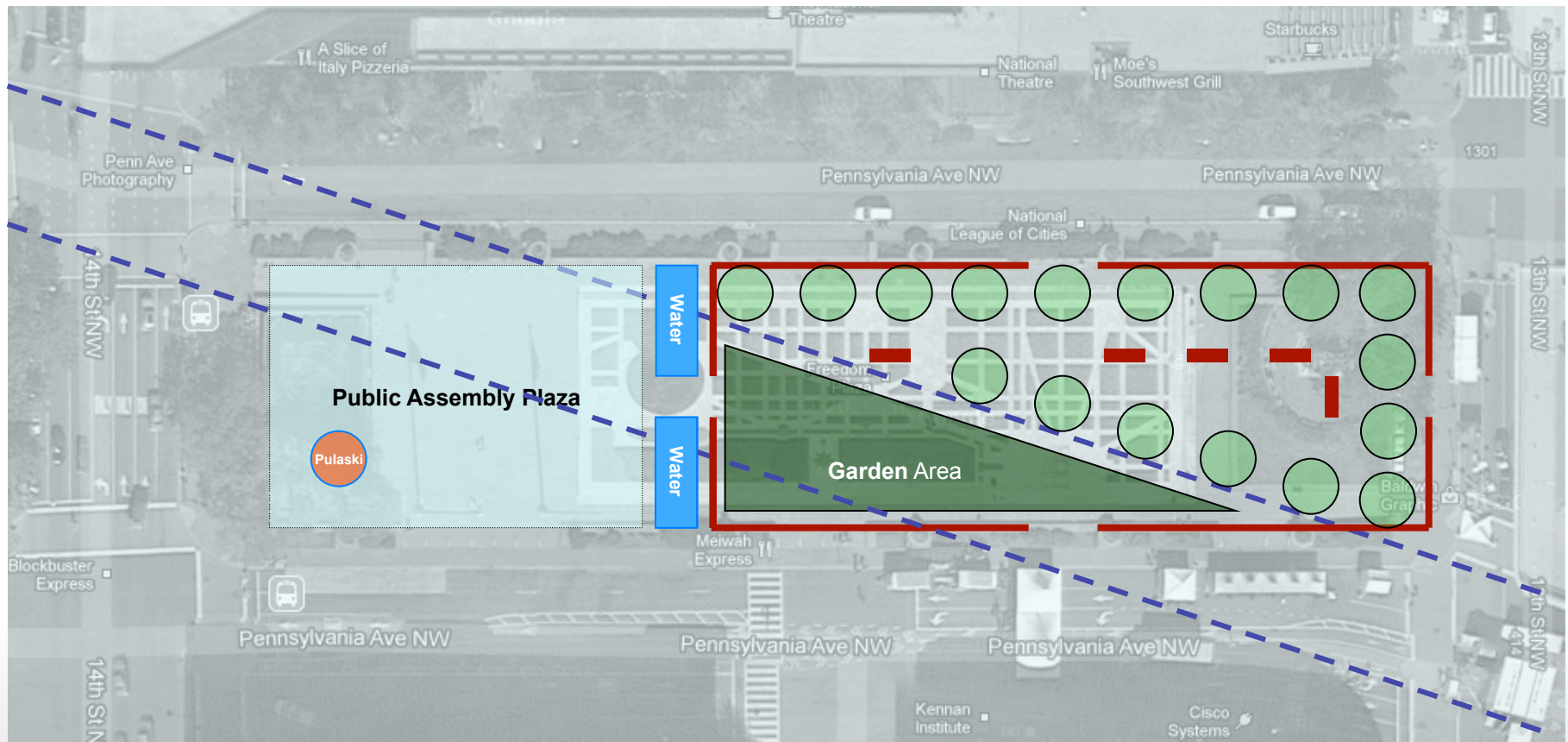
After an exhaustive re-review, the AMF has reaffirmed its conclusion that Freedom Plaza is the most suitable location for the Adams Memorial.

Why Freedom Plaza?

- ✓ Most prominent, non-Reserve site available befitting the stature of a Founding Father and four generations of the most important political family in American history
- ✓ Designated for redevelopment into a major destination memorial in National Capital Planning Commission's (NCPC) Memorials and Museums Master Plan (MMMP)
- ✓ Creates an important historical linkage between White House (John Adams was first occupant) and Capitol (JQA was the only former president to return to Congress and died in the Capitol building)
- ✓ The memorial park element of the Adams Memorial provides a significant public amenity to a currently desolate plaza that is 'too hot in the summer, and wind-swept and frigid in the winter...'
- ✓ Dedicated space for public assembly and civic events is highly complementary to the Adams legacy
- ✓ Strong support from Congressional partners

The Adams Memorial on Freedom Plaza

The Adams Memorial will transform Freedom Plaza into a spectacular multi-use historical and cultural resource for our nation's capital.



Key Features of the Adams Memorial

Memorial
Park



A low maintenance, low-walled memorial park connected by pathways and didactic memorial elements highlighting the Adams story

Public
Assembly



A large plaza for public debate and civic events situated directly in front of the Wilson Building

Garden
Area



A garden area in the southwestern corner of the memorial park provides a link to Abigail Adams's New England garden

Preserves
Sight Lines



Low elevation of plaza and garden areas preserves sightlines to the Capitol

Consistent with Commemorative Opportunity Outlined by NCPC

“Developing this site location as a destination-type memorial could enhance the axial relationship between the White House and the U.S. Capitol, provide space for commemorative events, and cater to the nearby tourist market.”

“Since the site is generally level, future memorial construction would not require major site work other than removal of the existing plaza and lowering it to sidewalk level or below.”

“The memorial should be oriented toward pedestrians...”

“Any future memorial should respect and relate to its location on Pennsylvania Avenue...”

“Any future memorial should incorporate existing reciprocal vistas along Pennsylvania Avenue. The mass and scale should not change the primary axial relationships along Pennsylvania Avenue...”

“A memorial could draw visitors to the plaza and into Downtown through related museums or thematic connections.”

“The design of any future memorial should provide adequate space for commemorative ceremonies and casual gatherings.”

“This site is not appropriate for a building... Any design should recognize the importance of the Wilson Building as the District of Columbia City Hall.”

Review of the E Street Corridor

After careful reconsideration, the AMF has determined that the E Street Corridor is an inappropriate location for the Adams Memorial.

- Not contextually appropriate for the subject matter
- No funding or approved plan for needed infrastructure improvements (onramp suppression, etc.)
- Unappealing location to potential donors severely limits ability to raise private funds
- Insufficient current and expected future tourist traffic
- Inconsistent with congressional intent

Request for Conditional Recommendation and Next Steps

- The AMF requests that NCMAC provide a Conditional Recommendation to locate the Adams Memorial on Freedom Plaza
- Enables AMF to proceed with a design competition to generate design concepts and a final design that addresses all remaining issues and concerns of NCMAC
- Begins dialogue with the Commission of Fine Arts and National Capital Planning Commission